



CTO2006 Seminars

Nigeria's #1 Technology Marketplace

Target Audience: CEOs, ICT Professionals, Vendors, Investors, Entrepreneurs;
Officials of Industry/Trade Associations; Officials Of Regulatory Agencies; Trade/Investment
Facilitators And Consultants; Officers Of Local Chambers; Lawyers, Bankers, Financial And Marketing
Analysts; Diplomats, Academics And University Students.

Monday, May 15 - 19, 2006, MUSON Centre - Lagos
8/9 Marina Street, Lagos

Theme: "Leveraging Franchising for Business Growth and National Development"

Keynote: Franchising – America's Key to Success
(Brian Browne, Consul General – US Consulate General Lagos)

The CTO exhibition organized by the US Commercial Service, is Nigeria's number one technology marketplace and is the largest exhibition of its kind in West Africa. CTO offers local companies and representatives of U.S. suppliers to showcase the very best of American technology, equipment and services available in Nigeria for the sub-region. The exhibition features an all-day, special-event seminar on the first day, followed by a four-day exhibition with private seminars, workshops, product/service launching and demonstrations. CTO2006 will discuss how Nigerian companies can leverage franchising to grow their businesses, contribute to job creation and serve as catalysts for implementing the National Economic Empowerment Developments Strategy (NEEDS). This year, the U.S. Commercial Service will collaborate with the US Public Affairs Service (PAS), Nigerian Computer Society, Nigerian Internet Group (NIG), Nigeria International Franchise Association, Zenith Internal Bank Plc, Fidelity Bank Plc, Pinnacle Communications, eShekel Limited, Peak Potentials Inc, Spectracomm USA, Mentors Guild Nigeria and other stakeholders to host the exhibition.

Monday, May 15, 2006: Focus – An All-day Special Seminar

Moderators: Yinka Craig - AM Express/NTA; Katherine Righi - Kree Konsult & Biyi Fasoyin Lagos TV.

9:00 a.m. – 10:00 a.m.: Registration, Networking, Introduction, and Welcoming Remarks (The U.S. Commercial Counselor or Commercial Attaché)

- **10:00 a.m. – 10:30 a.m.: KEYNOTE:** Franchising – America's Key to Success
(Brian Browne - Consul General, U.S. Consulate General Lagos)
- **10:30 a.m. – 11:00 a.m.:** Franchising - A Transformational Strategy for Business Growth and National Development (**Marcel Portmann**, Vice President of Emerging Markets & Global Development – Int'l Franchise Association)
- **11:00 a.m. – 11:30 a.m.:** ICT - Leveraging Franchising for Business Growth and Nation Development. (CEO - WSI Canada)

- **11:30 p.m. – 12:00 p.m.:** Mapping Your Personal Strategy For Peak Performance (Marc Schwartz – CEO Spectracomm USA/Consultant CORE MAP)
 - **12:00 p.m. –12:30 p.m.:** Success Through Franchising (Visiting Guest Speaker from NIIT India)
 - **12:30 p.m. – 1:00 p.m.:** Realizing Nigeria's Potentials Through Strategic Alliance With Nigerians In Diaspora (**Professor Manny Aniebonam**, President Nigerian Information Technology Professionals in The Americas)
 - **1:00 p.m. – 1:30 p.m.:** Beyond Corporate Headlines: Unifying Telecommunications Licensing for Universal Access (**Engineer Earnest Ndukwe**, EVC/CEO – Nigerian Communications Commission)
 - **1:30 p.m. – 2:30 p.m.: Interactive Session**
 - **Topic:** Financing Your Business Growth and Expansion (**Evelyn Ndali. Oputu**, Managing Director/CEO Bank of Industry)
 - **Chairperson:** Dr. Ndi Okere-Onyike, Director General, Nigerian Stock Exchange.
 - **Panel Members from:** Crown Jewel Int'l USA, First Funds, SMEDAN, Bankers Committee and K. C. Obioha – Board Member African Advisory Committee US EXIM Bank/Senior VP Bluefield Associates USA.
-

- **6:30 p.m.- 8:30 p.m.:** Nigeria Int'l Franchise Association (NIFA) Cocktail in honor of Marcel Portmann and other international visitors. **Strictly by invitation.**
-

Tuesday, May 16, 2005: Focus – Business Facilitation And CTO2006 Exhibition Opening Ceremony

- **9:00 a.m. – 12:00 p.m.:** Business Facilitation (**Session One**)
Chairman/Special Guest: Chris Uwaje – CEO Connect Technology.

Opening Keynote: Fundamentals of Franchising (**Marcel Portmann**, Vice President of Emerging Markets & Global Development – Int'l Franchise Association)

Workshop Topics:

- Helping Entrepreneurs To Help Themselves – (Marc Schwartz, CEO Spectracomm/Consultant CORE MAP)
- Leveraging Technology For Business Facilitation (Chima Onyekwere, Chairman Linkserve.

Potential Attendees: Members of Chambers, Trade And Industry Associations; Officials of SMEDAN; Officials of NDE, Managers of SMIEIS, Representatives of Business Information Centers, Venture Capitalists, And Business Consultants.

Facilitators: Peak Potentials Inc/Spectracomm USA & Kree Konsult Ltd

- **12:30 p.m. – 1:30 p.m.: CTO2006 Exhibition Opening Ceremony**

Welcoming Remarks - **Ambassador John Campbell**, US Ambassador to Nigeria.

Industry Remarks - **Prof Turner Isoun**, Honorable Minister of Science & Technology
- **Chief Cornelius Adebayo**, Honorable Minister of Communications.

- **2:00 p.m. – 5:00 p.m.: Business Facilitation Workshop (Session Two)**

Chairman/Special Guest: K. C. Obioha – Board Member African Advisory Committee US EXIM Bank/Senior VP Bluefield Associates USA.

Opening Keynote: Opportunities Abound In Nigeria (**Dr. Magnus Kpakol** – National Coordinator NAPEP/Presidency)

Workshop Topics:

- Manifesting Wealth (Marc Schwartz – Peak Potential Inc)
- Elements of Business Competition in The Emerging Information Society – **Dr. Emmanuel Ekuwem** CEO Teledom International

Potential Attendees: Members of Chambers, Trade And Industry Associations; Officials of SMEDAN; Officials of NDE, Managers of SMIEIS, Representatives of Business Information Centers, Venture Capitalists, Officials of Federal and State Ministries of Trade and Commerce, Business Consultants and Facilitators.

Facilitators: Peak Potentials Inc/Spectracomm USA & Kree Konsult Ltd

- **6:30 p.m. - 8:30 p.m.: CTO2006 Leadership Cocktail** in honor of CTO2006 exhibitors and their US associates. **Strictly by Invitation.**

Wednesday, May 17, 2006: Focus – Commerce (Exploiting Trade & Investment Opportunities) Sponsor: Fidelity Bank Plc

- **9:30 a.m. – 10:00 p.m.** Introduction of guests and remarks by the Event Moderator
- **10:00 a.m. – 10:30 a.m.: Keynote:** Beyond Corporate Headline: Helping Entrepreneurs to Help Themselves. (**Reginald Ihejiahi**, CEO Fidelity Bank Plc)
- **10:30 a.m. – 11:30 a.m.:** Mapping Your Business Strategy For Peak Performance (Marc Schwartz – CEO Spectracomm USA/Consultant CORE MAP)
- **11:30ap.m. – 12:00 p.m.:** Wealth Without Boundaries (Susan Oyemade – Forever Living Products)
- **12:00 p.m. – 12:30 p.m.:** Jobs for Nigeria Through Outsourcing To Nigeria - Call Center, Help Desk, & Software Writing (**George Collins 111**, Leader - African Business Safari/CEO-Digital Techniques, Los Angels)

- **12:30 p.m. – 2:30 p.m.: Interactive Session:**
 - **Topic:** Where Is The Money? (**US EXIM Bank & OPIC USA**)
 - **Panel Members:** Fidelity Bank Plc, First Bank Plc, Bank of Industry, Crown Jewel International USA & Bankers Committee)

Thursday, May 18, 2006: Focus – Banking & Finance (Sponsor: Pinnacle Communications)

- **9:30 a.m. – 10:00 p.m.** Introduction of Guests (Moderator) and Welcoming Remarks By The Sponsor (**Lucky Omoluwa**, CEO Pinnacle Communications/Harris Corporation)
- **10:00 a.m. – 10:30 a.m.:** Growing Your Customer Base By Securing Your Banking Network And Customer Information (**Symantec Corporation USA & Global Infoswift**)
- **10:30 a.m. – 11:30 p.m.:** Getting The Best Out of Your Customers (Marc Schwartz – CEO Spectracomm USA/Consultant CORE MAP)
- **11:30 – 1:30 p.m.:** Nigerian ICT Outlook and Forecasts (**Fola Odufuwa**, CEO eShekels)
- **12:00 – 1:30 p.m.:** (Interactive Session)
 - Topics:**
 - Financing Business Growth & Expansion (**US EXIM Bank & OPIC USA**)
 - **Panel Members:** Sam Smoots CEO Crown Jewel Int'l USA, Ben Akabueze Executive Director Sterling Bank; Chief Cecilia Ibru CEO Oceanic Bank, and Aig Imoukhuede CEO Access.
 - **Chairman of Session:** K.C. Obioha – Board Member African Advisory Committee US EXIM Bank/Senior VP Bluefield Associates USA.

Entrepreneurial Forum & Cocktail

- **3:00 p.m. – 5:30 p.m.:**

Topic : Leveraging Your Strength And Managing Your Weakness

- **Chairperson:** **Mrs. Dupe Adelaja**, Director General SMEDAN
- **Special Guests:** **Mrs. Florence Sariki** – CEO Omatek Computers
Mrs. Stella Okoli – CEO Emzor Pharmaceuticals
Wale & Susan Oyemade – President/VP Forever Living Products
Mr. Folu Ayeni – Chairman Tantalizers
Mr. Austin Okere – CEO Computer Warehouse Group
Dr Alloy Chife – CEO Socket Works
Mr. L. O. Adekunle , Director General NACCIMA
- **Facilitators:** Peak Potentials Inc/Spectracomm USA & Kree Konsult.

- **Potential Attendees:** Managers/Officers (Human Resources), Independent Marketers, Entrepreneurs & Aspiring Entrepreneurs, Business & Social Consultants, Members of Local chambers/Trade Associations, Academics And Government Officials.
- **Promoters:** The US Commercial Service, Nigeria International Franchise Association, Nigeria Computer Society, Nigerian Internet Group, & Forever Living Products)

Friday, May 19, 2006: Focus– Students & Aspiring Entrepreneurs
(Sponsor: Zenith International Bank Plc)

Special Guests: Mrs. Grace Obaji, Honorable Minister of Education.

Mr. Frank Nweke, Jr. Honorable Minister of Information

Industry Leaders/Guests: **Dr. Chris Nwanenna**, President Nigeria Computer Society (NCS)

Board Members NCS

Lanre Ajayi, President Nigerian Internet Group (NIG)

Dr. Leo Stan Eke – CEO Zinox Computers

Dr. Emma Ekuwem, CEO Teledom International

- **9:30 a.m. – 10:00 a.m.:** Introduction of Guests and Welcoming Remarks (Moderator)
- **10:00 a.m. – 10:30 a.m.:** eCommerce - Challenges of Cybercrime in Nigeria (**Basil Udotai** (National Coordinator Nigerian Cybercrime Working Group
- **11:00 a.m. – 11:30 a.m.:** **Keynote:** Be The Boss - Invest In Yourself Now (**Jim Ovia**, CEO, zenith International Bank Plc)
- **11:30 a.m. – 12:30 p.m.:** Manifesting Wealth (Marc Schwartz – CEO Spectracomm USA/Consultant CORE MAP)
- **12:30 a.m. – 1:00 p.m.:** “Expand Your Frontier” – Learning From The American Film Industry and Market (**George Collins 111**, Leader - African Business Safari/CEO-Digital Techniques, Los Angels)
- **1:00 a.m. – 1:30 p.m.:** Q & A

-
-
- **2:00 p.m. – 4:00 p.m.:** **CTO2006** Awards & closing Ceremony (The US Commercial Service & Public Affairs Service)
-
-

- **6:00 p.m. – 7:00 p.m.:** **CTO2006 Ends.** See You @ CTO2007, May 14/18, 2007

Event Information

For additional information or clarification contact

Anayo Agu (Senior Commercial Specialist)

Tel: 2610241 Fax: 2619856

Anayo.Agu@mail.doc.gov

Updated: February 28, 2006